

THE CONTINUING EDUCATION COORDINATOR'S ***BULLETIN***

INFORMATION AND IDEAS FROM THE INDIAN HEALTH SERVICE CLINICAL SUPPORT CENTER

NUMBER 3

JANUARY, 1993

ABOUT THIS "BULLETIN"....

This is the third issue of this Continuing Education Coordinator's *Bulletin* published monthly by the IHS Clinical Support Center. We apologize for the brief interruption in our publication schedule. We needed to wait while we obtained Office of Management and Budget (OMB) clearance for continued operation; this has now been received.

Each month we will tackle one or two aspects of the continuing education process to try to help you with your CE efforts at your service unit or program. We encourage you to let us know what topics you would like covered; chances are if you have questions about something, so do many other CE Coordinators.

If you are not on the mailing list for this *Bulletin* and you wish to be, please give us a call at 602-263-1581, or write to:

The IHS Clinical Support Center
4212 North 16th Street
Phoenix, Arizona 85016

Contacts: E. Y. Hooper, MD, MPH, Director, Office of Continuing Education; Steve Foster, RPh, PharmD, Pharmacist Educator; Wilma Morgan, MS, FNP, Nurse Educator; Kitty Lindauer, RN, MS, Nurse Educator; John Saari, MD, Physician Educator

ANNOUNCEMENTS AND BROCHURES

Publicity about continuing education activities can help you and your participants in many ways. For example, it can improve attendance by tempting people (the right people, especially) to come. It can give those who may wish to come information about what to expect or how to prepare, and where and when to go. However, in order to accomplish these goals, all publicity needs to contain certain elements. We will briefly discuss these below, and give you some examples of simple announcements you may wish to adapt for your own events. Samples of more complex brochures are available from our office on request.

The name of the **accredited** sponsor (the IHS Clinical Support Center, in our case) must be prominently displayed on the top or front of any and all publicity. This assures that those who attend will give the correct name of that sponsor when they report their hours to their organizations (if the incorrect accredited sponsor is reported, the hours will be denied). The inclusion of the name of the accredited sponsor gives evidence of that sponsor's involvement in the planning and development of the activity and is that sponsor's assurance to those attending that the criteria for quality continuing education have been met.

Beneath the name of the accredited sponsor may be listed the names of other entities or sponsors that have played a role in the development of the course. If there is commercial support, those organizations who have provided this may also be listed (as supporters, not sponsors). Please refer to the "Standards for Commercial Support," available from our office.

Naturally, the course title and information about the date, time, and location are usually given next. It is a good idea to state clearly who the activity is intended for, and what, if any qualifications or advance preparation is required (for example, completion of previous courses, reading, prior experience, role, or profession). The names of the faculty members and their role or credentials can add interest to the announcement and also give potential attendees information with which to make a decision about attending or not.

The objectives, stated in terms of what participants can expect to be able to do for their patients as a result of having attended, may stimulate interest and give additional basis for deciding if the course is meant for them. The objectives will also give the participants a measure by which to judge the success of the activity after it is over.

The accreditation statements, **worded precisely as they are given by the accredited sponsor**, are always to be included. Statements to the effect that "Credits have been applied for...." are prohibited by some accrediting bodies since they may be misleading. The "ACPE logo," the symbol of the American Council on Pharmaceutical Education, must be included with that organization's accreditation statement.

A name and phone number for a contact person may be helpful if someone interested in attending has additional questions.

THE BOTTOM LINE....

Well designed publicity can help you attract those who you want to attend and can allow those who are thinking of participating to make the decision with all of the information they need.

All publicity should include the name of the accredited sponsor and the information about continuing education credits, using the exact statements provided by the accredited sponsor. It is obvious that if these statements are to be received by you in time to include them in your publicity, the sponsorship relationship must be agreed upon early.

All brochures, announcements, or other publicity must be reviewed by the accredited sponsor (CSC, if that is the case) when they are in draft form, so that there is an opportunity to make suggestions for improvements.

Some coordinators feel that since their audience is small and limited to their service unit, announcements are not needed. While the time and topic for any given activity **may** be known to many, the additional elements described above are helpful to planner and attendee alike. As you can see from the enclosed examples, the required elements can all be included on a single, simple page.

As always the most important thing to remember is to call or write to us at the Clinical Support Center as soon as you *think* about planning a continuing education activity.

Phoenix Indian Medical Center

PRIMARY CARE CONFERENCE

Sponsored by the IHS Clinical Support Center

Thursday, November 19, 1992

8:00 to 9:00 am

Conference Room A

"USE OF GASTROSTOMY TUBES"

***JOYCE RICHARDS, DO, GASTROENTEROLOGIST;
CINDY BERGFELD, RN, PROCEDURE NURSE;***

**OBJECTIVES: AS A RESULT OF HAVING ATTENDED THIS
CONFERENCE, PARTICIPANTS WILL BE ABLE TO:**

- 1. obtain consultation for feeding tube placement
when it is appropriate,**
- 2. manage routine care and use of feeding tubes, and**
- 3. manage complications associated with the use of
feeding tubes.**

ACCREDITATION:

The Indian Health Service (IHS) Clinical Support Center is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians.

The IHS Clinical Support Center designates this continuing medical education for one hour of Category 1 credit toward the Physician's Recognition Award of the American Medical Association for each hour of participation.

This Category 1 credit is accepted by the American Academy of Physician Assistants.

This Program has been reviewed and is acceptable for prescribed credit by the American Academy of Family Physicians.

The Indian Health Service is accredited as a provider of continuing education in nursing by the American Nurses Credentialing Center Commission on Accreditation.



The Indian Health Service Clinical Support Center is approved by the American Council on Pharmaceutical Education as a provider of continuing pharmaceutical education. This session is approved for one contact hour (0.1CEU) ID# 680-600-91-001.

Hu Hu Kam Memorial Hospital

PRIMARY CARE CONFERENCE

Sponsored by the IHS Clinical Support Center

DATE:

TIME:

LOCATION: Main Conference Room

TITLE:

SPEAKER:

**OBJECTIVES: AS A RESULT OF HAVING ATTENDED THIS CONFERENCE,
PARTICIPANTS WILL BE ABLE TO:**

ACCREDITATION:

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